

CURRICULUM VITAE

Lynne M. Sallot, Ph.D., APR, Fellow PRSA

Josiah Meigs Distinguished Teaching Professor,
Public Relations, Advertising and Public Relations Department
Henry W. Grady College of Journalism and Mass Communication
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Education

Ph.D. in Mass Communication, University of Florida, Gainesville, FL, August 1993.

Dissertation title: "Effects of Motive, Communication Style, and Professionalism on the Reputation of Public Relations: An Impression Management Perspective."

Co-Chairs: Dr. Mary Ann Ferguson and Dr. Leonard Tipton.

M.A. in Communication Studies, University of Miami, Miami, FL, May 1990.

Thesis title: "Public Relations and Mass Media: How Professionals in the Fields in Miami and New York View Public Relations Effects on Mass Media, Themselves, and Each Other." Director: Dr. Thomas Steinfatt. Earned 1991 Thesis Award from the Public Relations Interest Group (now Division), International Communication Association.

B.A., Kent State University, Kent, OH, December 1970.

Journalism major, political science/sociology minor. Graduated with distinction.

Academic Positions Held

>Named Josiah Meigs Distinguished Teaching Professor by the University of Georgia in 2008. Professor, Public Relations, Advertising/Public Relations Department, Grady College, University of Georgia, since Fall 2007. Joined faculty as Assistant Professor in Fall 1993; promoted to Associate Professor with tenure in Fall 1999; taught as instructor in Summer 1993.

>Graduate Teaching Assistant, Department of Public Relations, College of Journalism and Communications, University of Florida, Gainesville, FL, 1990-93.

> Adjunct Instructor, School of Communication, University of Miami, Miami, FL, 1987-1990.

Courses Taught at UGA (and enrollments): * denotes courses initiated/developed by Dr. Sallot

*MNPO 7060/SOWK 7060 Fundraising and Public Relations (28 graduate students)

*JRMC 8150 Public Relations Theory, Graduate level (8-28 students)

JRMC 8140 Public Relations Management (13 students)

ADPR 5950/7950 Public Relations Campaigns (6-40 students)

ADPR 5920 Public Relations Communication/Writing (9-48 students)

ADPR 5910 Public Relations Administration (22-38 students)

*ADPR Public Relations Research (31-39 students)

*ADPR 5990/7990 Fund Raising and Public Relations Special Topics (17-35/5 graduate students)

*FYOS 1001 First Year Odyssey PR & Society Seminar/FRES 1010 Freshman Seminar (12-16 students)

ADPR 7950 Public Relations Administration, Graduate (14-22 students)

ADPR 3850 Principles of Public Relations (10 students, evening school)

Student Evaluations

Mean rating of overall teaching effectiveness equals 4.6 on a 5-point scale (with 5 being very effective) across courses taught through fall 2015.

Graduate Faculty Status

Permanent appointment in April 1997; reappointed in 2004 and 2014.

Grants, Awards and Recognitions for Research Received

Received the \$1,000 International ABERJE Award for best case study of corporations in Latin America for the paper co-authored with Martina Kloss, "*Corporate Stewardship in Public Relations Here and Lá and/e Aqui e There: How Top Companies in the U.S. and Brazil Use Their Websites to Build and Maintain Relationships*" presented at the 18th Annual International Public Relations Research Conference, March 6, 2015, in Miami.

Named 2nd most productive contributor (Dr. Kaye Sweetser named most productive scholar; UGA ranked first) about online public relations in academic journals 1992-2009 in an article by Lan Ye and Eyun-Jung Ki in the *Journal of Public Relations Research*.

Named 6th most productive contributor to public relations academic journals 2000-2005 (adjusted for co-authorships; tied for 3rd for number of articles authored or co-authored; UGA was tied for 3rd in number of articles published and 7th in productivity) in an article titled "Public Relations as a Maturing Discipline: An Update on Research Networks" by Yorgo Pasadeos et al. in *Journal of Public Relations Research* (2010, 22:2, 136-158).

Received the 2008 Pathfinder Award from the Institute for Public Relations "for advancing a program of scholarship research that has made a significant contribution to the body of knowledge and practice of public relations," which included a \$2,000 grant.

The \$1,000 Northwestern Mutual grant from the Institute for Public Relations Research for advising the 2006 Best Master's Thesis by Catherine A. Sheldon. Ms. Sheldon's thesis was selected by the University of Georgia as its entry in the Conference of Southern Graduate Schools 2008 Master's Thesis Award competition in the field of Social Sciences, Business, and Education, and was the Grady College's 2007 best thesis nominee to UGA's Graduate School.

Twelve *Top/Top Three* research paper recognitions through 2015, including the 2007 Top Paper award in the Public Relations Division of Association for Education in Journalism and Mass Communication for the paper from Ms. Sheldon's thesis, and the \$1,000 Top Three paper award at the 9th Annual Institute for Public Relations Research Conference in Miami, March 2006.

Citation as 5th most productive contributor to public relations academic journals in a paper titled "The Status of Public Relations Research in the Public Relations Leading Journals Between 1995 and 2004" presented at the 2005 Association for Education in Journalism and Mass Communication conference by Eyun-Jung Ki and Hyoungkoo Khang.

Grady Research Fellow, Spring 2006; \$3,000 UGA research grant in 1996; \$1,500 Grady College research stipend in 1996.

2003 PRIDE Award for "Best Article" by the Public Relations Division of the National Communication Association.

Honored among "Most Cited" by the Public Relations Division at the AEJMC national conference, Washington, D.C., August 2001. Cited as a Top Contributor to all public relations journals 1994-1998 by Laura Terlip and Tricia Hansen-Horn in "Searching for Dominant PR Voices" presented to the PR Division of the National Communication Association at the annual conference, Chicago, 1999.

Outstanding Master's Thesis Award from the Public Relations Interest Group (now Division), International Communication Association, May 1991.

Grants, Awards and Recognitions for Teaching

Grady College nominee for University Professorship, 2013, 2014, 2015.

Named "favorite professor" by Dawn Brun of Porter Novelli Atlanta, a *PR News* 2011 "15-to-watch-in-PR" honoree.

The Josiah Meigs Distinguished Teaching Professorship, the University of Georgia's highest teaching award, 2008, which included a permanent salary increase and a \$1,000 grant.

Dwight Douglas Award for Service to the Division of Student Affairs for contributions to University Housing's Sustainability Efforts, University of Georgia, 2008, stemming from Public Relations Campaigns for Go Green Alliance and UGA Unplugged 2006-2008.

Senior Teaching Fellow at the University of Georgia, 2003-2004. The highly prestigious fellowship, which included a \$2,500 instructional development grant and provided an opportunity for eight "outstanding" faculty in different disciplines to focus on issues of teaching and learning.

Induction into The University of Georgia's prestigious Teaching Academy, which recognizes excellence in teaching and promotes improved teaching throughout the university community, Fall 2001.

Roland Page Graduate Teaching Award by student members of the Graduate Caucus of the Grady College, UGA, to recognize high standards of teaching and concern for students, Spring 2001.

Recognitions from University of Georgia's Career Center for "contributions to the career development of UGA students" for 2002, 2003, 2004, 2005, 2006, 2011, 2013, and 2015, and received Honorable Mention for University of Georgia's 2001-2002 Outstanding Academic Advisor/Mentor Award (Faculty Category) as the Grady College faculty nominee.

Richard B. Russell Award for Excellence in Undergraduate Teaching, The University of Georgia, 1998, one of three university-wide \$4,000 awards.

Outstanding Teaching Recognitions, Grady College, UGA, 1997, 1998, 2008, 2013, 2014.

Lilly Teaching Fellow, University of Georgia, 1995-1997, one of nine assistant professors selected from faculty university-wide. The fellowship, which included a \$2,000 instructional development grant, provides junior UGA faculty members a means to focus on enhancing their professional development as teaching scholars.

Excellent Teaching by a Graduate Student recognition by the Instructional and Development Division of the International Communication Association, 1991.

Awards and Recognitions from Professional and Scholarly Associations

Received the Bruce K. Berger “Milestones in Mentoring” Award from the Plank Center for Leadership in Public Relations at the University of Alabama for being “instrumental in mentoring students and future educators,” October 2014.

Selected as the Public Relations Society of America’s 2007 Outstanding Educator, nominated by the Georgia Chapter. This is National PRSA’s highest individual award for educators; only one educator is selected annually.

Inducted into the Georgia Chapter of the Public Relations Society of America’s Order of the Phoenix and Hall of Fame, Dec. 5, 2002. The Order of the Phoenix is the chapter’s lifetime achievement award and its highest individual honor.

Elected to College of Fellows, Public Relations Society of America, 1997, for distinguished 20-year career in public relations practice, teaching and academic research (of 20,000 PRSA members, only 315 or so are Fellows).

Named National Outstanding Faculty Advisor, Public Relations Student Society of America, 1997, for excellence in advising the Drewry Chapter of PRSSA at UGA. Also named Outstanding Faculty Advisor, Southeast District, Public Relations Student Society of America, 1996, for excellence in advising the Drewry Chapter of PRSSA at UGA.

Inducted into Kappa Tau Alpha, national journalism academic honor society, 1994.

Inducted into Pi Rho Sigma, national public relations academic honor society, Fall 1991.

Scholarly Activities

* indicates stringent editorial review

** invited publications which carry prestige and recognition

Books Edited

*/**Sallot, L. M (Editor), and DeSanto, B. J. (Co-editor). (2003). *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, 3rd ed., New York: Educators Academy of the Public Relations Society of America, 537 pages (56 chapters

by 69 authors).

**Sallot, L. M. (1998). *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, 2nd ed., New York: Educators Academy of the Public Relations Society of America, 440 pages.

Chapters in Books Published

**Sallot, L. M. (2015). Graduate students: What you need to know to work with them...or become one. In T.L. Johnson & B. Neff (Eds.), *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, 4th ed., New York: PRSA Educators Academy, in press.

**Sallot, L. M. (2015). Teaching public relations writing. In T.L. Johnson & B. Neff (Eds.), *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, 4th ed., New York: PRSA Educators Academy, in press.

**Sallot, L. M. (2015). Be prepared: Learning to trouble-shoot while teaching public relations. In T.L. Johnson & B. Neff (Eds.), *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, 4th ed., New York: PRSA Educators Academy, in press.

** Sallot, L. M., Avery, E. J., & Springston, J. K. (2009). Opportunity knocks: Putting communication research into the travel and tourism risk and crisis literature. In H. D. O'Hair and R. L. Heath (Eds.), *Handbook of Risk and Crisis Communication*. Routledge, NY: 654-662.

** Springston, J. K., Avery, E. J., Sallot, L. M. (2009). Influence theories: Rhetoric, persuasion, and information. In H. D. O'Hair and R. L. Heath (Eds.), *Handbook of Risk and Crisis Communication*. Routledge, NY: 268-284.

*Sallot, L.M., Lyon, L.J., Acosta-Alzuru, C., & Jones, K. (2008). From aardvark to zebra redux: Theory development in public relations academic journals into 21st century. In T. L. Hansen-Horn and B. D. Neff (Eds.), *Public Relations: From Theory to Practice*. Boston: Allyn & Bacon, 343-387.

**Sallot, L. M., & Lyon, L. (2003). Teaching public relations writing. In L.M. Sallot (Ed.), *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, New York: PRSA Educators Academy, 267-288.

**Sallot, L. M., & Barnes, S.G. (2003). Graduate students: What you need to know to work with them...or become one. In L.M. Sallot (Ed.), *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, New York: PRSA Educators Academy, 209-219.

**Sallot, L. M. (2003). Be prepared: Learning to trouble-shoot while teaching public relations. In L.M. Sallot (Ed.), *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, New York: PRSA Educators Academy, 507-516.

**Sallot, L. M. (1998). Be prepared: Learning to trouble-shoot in teaching. In L.M. Sallot Ed., *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public*

Relations Educator, New York: PRSA Educators Academy, 393-410.

*Cameron, G. T., Sallot, L. M., & Curtin, P. A. (1997). Public relations and the production of news: A critical review and a theoretical framework. In B. Burleson (Ed.), *Communication Yearbook 20*, 111-155. Thousand Oaks, CA: Sage.

Journal Articles Published / In Press

*Howes, P.A., & Sallot, L.M. (2014). Does media coverage matter? Perspectives of public relations practitioners and business professionals on the value of news coverage. *Public Relations Journal*, 8(4). Archived at <http://www.prsa.org/Intelligence/PRJournal/#.VKvhsCvF-jN> Selected in 2015 as a "Best in the Journal" article.

*Howes, P.A. & Sallot, L.M. (2013). Company spokesperson vs. customer testimonial: Investigating quoted spokesperson credibility and impact in business-to-business communication. *Public Relations Review*, 39(3), 207-212.

*Sheldon, C., & Sallot, L. M. (2009). Image repair in a political faux pas crisis: Testing effects of communication response and performance history. *Journal of Public Relations Research*, 21(1), 25-50.

*Vlad, I., Sallot, L. M., & Reber, B. (2006). Rectification without assuming responsibility: Testing the transgression flowchart with the Vioxx recall. *Journal of Public Relations Research*, 18(4), 359-381.

*Johnson, E. A. & Sallot, L. M. (2006). The gatekeeper interview assignment: Teaching public relations students how to write for the news media and conduct media relations effectively. *Journalism & Mass Communication Educator*, 61(2), 165-178.

*Sallot, L. M., & Johnson, E. A. (2006). Investigating relationships between journalists and public relations practitioners: Working together to set, frame and build the public agenda 1991-2004. *Public Relations Review*, 32(2), 151-159.

*Sallot, L. M., & Johnson, E. A. (2006). To contact...or not?: Investigating journalists' assessments of public relations and contact preferences. *Public Relations Review*, 32(1), 83-86.

*Porter, L. V., & Sallot, L. M. (2005). Web power: A survey of practitioners' world wide web use and their perceptions of its effects on their decision-making power, *Public Relations Review*, 31(1), 111-119.

*Sallot, L. M., Porter, L. V., & Acosta-Alzuru, C. (2004). Practitioners' web use and perceptions of their own roles and power: A qualitative study. *Public Relations Review*, 30(3), 269-278.

*Englehardt, K. E., Sallot, L. M., & Springston, J. K. (2004). Compassion without blame: Testing the accident decision flow chart with the crash of ValuJet flight 592. *Journal of Public Relations Research*, 16(2), 127-157.

*Porter, L. V., & Sallot, L. M. (2003). The internet and public relations: Investigating

practitioners' roles and world wide web use. *Journalism & Mass Communication Quarterly*, 80(3), 603-622.

*Sallot, L. M., & Lyon, L. J. (2003). Investigating effects of tolerance-intolerance of ambiguity and the teaching of public relations writing: A quasi-experiment. *Journalism & Mass Communication Educator*, 58(3), 251-272.

*Sallot, L. M., Lyon, L. J., Acosta-Alzuru, C., & Jones, K. (2003). From aardvark to zebra: A new millennium analysis of theory development in public relations academic journals. *Journal of Public Relations Research*, 15(1), 27-90. Received the 2003 PRIDE Award for Best Article by the Public Relations Division of the National Communication Association.

*Sallot, L. M. (2002). What the public thinks about public relations: An impression management experiment." *Journalism & Mass Communication Quarterly*, 79(1), 150-171.

*Porter, L. V., Sallot, L. M., Cameron, G. T., & Shamp, S. (2001). New technologies and public relations: Exploring practitioners' use of online resources to earn a seat at the management table. *Journalism & Mass Communication Quarterly*, 78(1), 172-190.

*Watson, D. R., & Sallot, L. M. (2001). Public relations practice in Japan: An exploratory study. *Public Relations Review*, 27(4), 389-402.

*Sallot, L. M., Steinfatt, T. M., & Salwen, M. B. (1998). Journalists' and public relations practitioners' news values: Perceptions and cross-perceptions. *Journalism and Mass Communication Quarterly*, 75(2), 366-377.

*Sallot, L. M., Cameron, G. T., & Lariscy, R. A. (1998) PR educators and practitioners identify professional standards. *Journalism & Mass Communication Educator*, 53(2), 19-30.

*Yarbrough, C. R., Cameron, G. T., Sallot, L. M., & McWilliams, A. (1998). Tough calls to make: Contingency theory and the Centennial Olympic Games. *Journal of Communication Management*, 3(1), 39-56.

*Sallot, L. M., Cameron, G. T., & Lariscy, R. A. (1998). Pluralistic ignorance and professional standards: Underestimating professionalism of our peers in public relations. *Public Relations Review*, 24(1), 1-19.

*Sallot, L. M., Cameron, G. T., & Lariscy, R. A. (1997). Professional standards in public relations: A survey of educators. *Public Relations Review*, 23(3), 197-216.

*Cancel, A. E., Cameron, G. T., Sallot, L. M., & Mitrook, M. A. (1997). It depends: A contingency theory of accommodation in public relations. *Journal of Public Relations Research*, 9(1), 31-63.

*Sallot, L. M. (1996). Considering the source: What the public thinks of sources of public relations. *Journal of Communication Management*, 1(2), 145-165.

*Cameron, G. T., Sallot, L. M., & Lariscy, R. A. (1996). Developing standards of professional

performance in public relations. *Public Relations Review*, 22(1), 43-61.

*Sallot, L. M. (1996). Using a public relations course to build university relationships. *Journalism & Mass Communication Educator*, 51(1), 51-60.

*Lariscy, R. A., Sallot, L. M., & Cameron, G. T. (1996). Justice and gender: An instrumental and symbolic explication. *Journal of Public Relations Research*, 8(2), 107-121.

*Sallot, L. M. (1990). The man on a white horse: The presidency, persuasion and myth. *The Florida Communication Journal*, 18(1), 1-8.

Journal Articles and Conference Papers Under Review / In Development

Kloss, M., & Sallot, L. M. Corporate Stewardship in Public Relations Here and Lá and/e Aqui e There: How Top Companies in the U.S. and Brazil Use Their Websites to Build and Maintain Relationships.

Conference Papers

* Has a published counterpart.

** Invited paper.

*Howes, P.A., & Sallot, L.M. (2015). Does media coverage matter? Perspectives of public relations practitioners and business professionals on the value of news coverage. *Public Relations Journal*, 8(4). Archived at <http://www.prsa.org/Intelligence/PRJournal/#.VKvhsCvF-jN> Paper presented as a "Best in the Journal" article at the International Conference of the Public Relations Society of America, November 8, 2015, in Atlanta.

Kloss, M., & Sallot, L. M. (2015). *Corporate Stewardship in Public Relations Here and Lá and/e Aqui e There: How Top Companies in the U.S. and Brazil Use Their Websites to Build and Maintain Relationships*. Paper presented at the 18th Annual International Public Relations Research Conference, March, Miami; received the International ABERJE Award for best case study of corporations in Latin America.

Pettigrew, J., Sallot, L. M., & Reber, B. H. (2014). *Teaching Media Relationships: What's In the Textbooks?* Paper presented to the Educators Academy at the International Conference of the Public Relations Society of America, October 11, 2014, in Washington, D.C.

Sallot, L. M. (2013). *Investigating Campus Safety in a Public Relations Campaigns Class*. Paper presented at PRSA International Conference, October 26, 2013, in Philadelphia.

Sallot, L. M. (2013). *Measuring reputation excellence in academic public relations programs: What criteria contribute to reputation?* Paper presented to the 16th Annual International Public Relations Research Conference, March, Miami.

Howes, P.A. & Sallot, L.M. (2012). *Company executive vs. customer testimonial: Examining credibility of quoted spokespersons in business-to-business communication*, presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, August, Chicago.

Sallot, L.M. (2011). *Investigating Required Online Alcohol Education in a Public Relations Campaigns Class*. Paper presented at PRSA International Conference, October 15, Orlando

Howes, P.A. & Sallot, L.M. (2011). *Multiplier or No Effects? An Experiment Investigating Corporate Source Credibility and Implied Third-Party Endorsement in Editorial News, Advertising and Independent Online Media*. Paper presented to the 14th Annual International Public Relations Research Conference, March 11, Miami.

Howes, P.A. & Sallot, L.M. (2010). *Investigating Multiplier Effects of Implied Third-Party Endorsements in Independent Media: A Qualitative Study*. Paper presented at PRSA International Conference, October, Washington, D.C.

Sallot, L.M. (2009) *Using a Quasi-Experiment to Evaluate a PR Campaigns Class's Efforts to Promote Energy Conservation*. Paper presented at PRSA International Conference, November, San Diego.

*Sheldon, C., & Sallot, L. M. (2007). *Image repair in a political faux pas crisis: Testing effects of communication response and performance history*, presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, August, Washington, D.C. Top Paper

*Vlad, I., Sallot, L. M., & Reber, B. (2006). *Rectification without assuming responsibility: Testing the transgression flowchart with the Vioxx recall*, presented to the Ninth Annual International Public Relations Research Conference, Miami, March. Top Three Paper Award with \$1,000 prize. Paper published in conference proceedings.

Mayfield, J. D., & Sallot, L. M. (2005). *Still the great divide: Cross-perceptions of ethics of journalists and public relations practitioners*, presented to the Public Relations Division at the annual convention of the National Communication Association, Boston, November.

*Johnson, E. A., & Sallot, L. M. (2005). *The gatekeeper interview assignment: Teaching public relations students how to write for the news media and to conduct media relations effectively*, presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, San Antonio, August. Top Three Teaching Paper; Second Place Poster Session.

*Sallot, L. M., & Johnson, E. A. (2004). *To contact? Or not to contact?: longitudinal view of gatekeeper and pr practitioner relationships and journalists' contact preferences*, presented to the Educators Academy at the annual conference of the Public Relations Society of America, New York, October.

*Sallot, L. M., & Johnson, E. A. (2004). *War and peace between journalists and public relations practitioners: Working together to set, frame and build the public agenda 1991-2003*, presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Canada, August.

*Porter, L. V., & Sallot, L. M. (2003). *Web power: Examining practitioners' World Wide Web use and its effects on their decision-making power in public relations*, presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, July.

Bourland-Davis, P. G., Sallot, L. M., & Lyon, L. J. (2002). *The business of pr firms: Critical factors determining who gets the account according to the clients*, presented to the Public Relations Division at the annual convention of the National Communication Association, New Orleans, November.

*Sallot, L. M., & Lyon, L. J. (2002). *Investigating effects of tolerance-intolerance of ambiguity and the teaching of public relations writing: A quasi-experiment*, presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, Miami Beach, August.

*Englehardt, K. E., Sallot, L. M., & Springston, J. K. (2001). *Compassion without blame: Testing the accident decision flow chart with the crash of ValuJet flight 592*, presented to the Public Relations Division at the annual convention of the National Communication Association, Atlanta, November.

*Sallot, L. M., Lyon, L. J., Acosta-Alzuru, C., & Jones, K. (2001). *From aardvark to zebra phase II: A new millennium analysis of theory development in public relations academic journals*. Top Three Paper presented to the Educators Academy at the annual convention of the Public Relations Society of America, Atlanta, October.

*Sallot, L. M., Lyon, L. J., Acosta-Alzuru, C., & Jones, K. (2001). *From aardvark to zebra: A new millennium analysis of theory development in public relations academic journals*. Top Faculty/Student Paper presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, Washington, D.C., August.

*Watson, D. R., & Sallot, L. M. (1999). *Public relations practice in Japan: Testing the relevance of the Japanese management 'stream' to Grunig's excellence theory*. Top Three Paper presented to the Public Relations Division at the annual convention of the National Communication Association, Chicago, November.

Bourland-Davis, P., & Sallot, L. M. (1999). *Antecedents of the public relations agency-client relationship*. Presented to the Public Relations Division at the annual convention of the National Communication Association, Chicago, November.

*Porter, L. V., Sallot, L. M., Cameron, G. T., & Shamp, S. (1999). *New technologies and public relations: Exploring practitioners' use of online resources to earn a seat at the management table*. Presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, New Orleans, August.

*Sallot, L. M., Cameron, G. T., & Lariscy, R. A. (1997). *Professional standards in public relations: A survey of educators*. Presented to the Public Relations Division at the annual

convention of the National Communication Association, Chicago, November.

**Sallot, L. M. (1997). *Interpersonal communication in public relations: A review of research*. Presented to the Public Relations Division at the annual convention of the National Communication Association, Chicago, November.

*Sallot, L. M., Cameron, G. T., & Lariscy, R. A. (1997). *Plurastic ignorance and educators in public relations: Underestimating professionalism of our educator peers and of practitioners in the field*. Presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, August.

*Yarbrough, C. R., Cameron, G. T., Sallot, L., & McWilliams, A. (1997). *Tough calls to make: Contingency theory and the Centennial Olympic Games*. Top Three Paper presented to the International Association of Business Communicators, Los Angeles, June.

*Sallot, L., Cameron, G. T., & Lariscy, R. A. (1997). *Dissensus in public relations: What practitioners think their peers think about professional standards*. Top Paper presented to the Public Relations Division at the annual convention of the Southern States Communication Association, Savannah, April.

*Sallot, L. M. (1995). *Considering the source: What the public thinks of sponsors of public relations*. Presented to the Public Relations Division at the annual convention of the Speech Communication Association, San Antonio, November.

**Sallot, L. M. (1995). *The SCA tradition: Unique contributions and challenges for the study and practice of public relations*. Presented to the Public Relations Division, Speech Communication National Conference, November.

*Cameron, G. T., Sallot, L. M., & Lariscy, R. A. (1995). *Standards of professional performance in public relations: Development and implementation of a survey instrument*. Presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, Washington, D.C., August.

Sallot, L. M. (1994). *Interpersonal communication and public relations: Twenty years of testing theory in a laboratory*. Presented to the Public Relations Division at the annual convention of the Speech Communication Association, New Orleans, November.

*Sallot, L. M. (1994). *Doing good is a hustle, too: Effects of motives to impression manage, communication style, and licensing on the reputation of the public relations practitioner*. Presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, Atlanta, August.

Sallot, L. M. (1992). *Interpersonal communication and public relations: Theoretical experiments in a laboratory*. Top Paper presented to the Commission on Public Relations at the annual convention of the Speech Communication Association, Chicago, October.

Sallot, L. M. (1992). *Tolerance-intolerance of ambiguity and the teaching of public relations:*

Investigating effects of individual differences in the classroom. Honorable Mention. Presented to the Public Relations Division at the annual convention of the Association for Education in Journalism and Mass Communication, Montreal, August.

Sallot, L. M. (1992). *Mass media consonance: Proposing public relations as a factor*. Presented to the Public Relations Interest Group at the annual meeting of the International Communication Association, Miami, May.

*Sallot, L. M. (1990). *Public relations and mass media: How professionals in the fields in Miami and New York view public relations effects on mass media, themselves, and each other.* Top Honors in the graduate student competition sponsored by the Association for Education in Journalism and Mass Communication, at its annual convention, Minneapolis, August.

*Sallot, L. M. (1989). *The man on a white horse: The presidency, persuasion and myth.* Top Honors in the graduate student competition sponsored by the Florida Communication Association and presented at the FCA Annual Convention, Orlando, October.

Harrison, S. L., & Sallot, L. M. (1989). *Communication curricula: A survey of ethics and promotional writing*. Presented at the Florida Communication Association Annual Convention, Orlando, October.

Panels and Other Conference Activities

Represented the Grady College and UGA at the New Media Academic Summit sponsored by Edelman Public Relations and *PR Week* in New York City, June 7-8, 2007.

Lead presenter and moderator of “Nuts and Bolts: What is Service Learning? Fundamentals of Theory, Practice, and Student Outcomes” during UGA’s Public Service & Outreach Annual Conference on “Service Learning: Linking Academic Study, Civic Engagement, and Scholarship,” Jan. 27, 2005, at the Georgia Center for Continuing Education.

Lead presenter of session to officially publish the hard-copy version of the 3rd edition of *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, New York: PRSA Educators Academy, at the National Conference of the Public Relations Society of America, Oct. 24, 2004, New York.

Discussant, Public Relations Division Competitive Research Paper Session on theory development at the national conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada, Aug. 6, 2004.

Moderator of “UGA and the Community: Models for Involvement” session during UGA’s Public Service & Outreach Annual Conference on “Building Economic Prosperity: Partnering to Break the Cycle of Poverty,” Jan. 29, 2004, at the Georgia Center for Continuing Education.

Lead presenter of session to officially publish the CD-ROM version of the 3rd edition of *Learning to Teach: What You Need to Know to Develop a Successful Career as a Public Relations Educator*, New York: PRSA Educators Academy, at the National Conference of the

Public Relations Society of America, Oct. 26, 2003, New Orleans.

Chair, panel on “Adjusting to the Academy: Making the transition from boardroom to classroom” in pre-conference session sponsored by the Public Relations Division of the Association for Journalism and Mass Communication for the National Conference, August 2001, Washington, D.C.

Reviewer, Association for Education in Journalism and Mass Communication, Public Relations Division, 1998, 2000, 2007, 2012.

Reviewer, Educators Academy, Public Relations Society of America, 1996 to 2000.

Coordinator, competitive research paper competition for Public Relations Division of Association for Journalism and Mass Communication for August 1998 National Conference.

Discussant, Competitive Research Paper Session at the national conference of the Association for Education in Journalism and Mass Communication, Baltimore, August 1998.

Co-chair of Preconference Session on "Funding Community-Based Research" at the National Communication Association national conference, Chicago, November 1997.

Reviewer, Association for Education in Journalism and Mass Communication, Mass Communication and Society Division, 1995 and 1997.

Reviewer, Speech Communication Association, Public Relations Division, 1995 and 1996.

Coordinator of Off-Site Session, Public Relations and Advertising Divisions, at the national conference of the Association for Education in Journalism and Mass Communication, Atlanta, August 1994.

Book Reviews by L. M. Sallot

Zappala, J. M. & Carden, A. R. (2005). Public relations worktext: A writing and planning resource (2nd ed.), *Journalism Studies*, 6(3), 409-410.

Seitel, F. (2005). The practice of public relations (9th ed.), *Journalism Studies*, 6(1), 144-146.

Sriramesh, K., & Vercic, D. (Eds.). (2004). The global public relations handbook: Theory, research, and practice. *Journalism Studies*, 5(2), 271-273.

Mickey, T. J. (2004). Deconstructing public relations: Public relations criticism. *Journalism Studies*, 5(1), 130-131.

Witmer, D. F. (2001). Spinning the web: A handbook for public relations on the internet. *Journalism Studies*, 2(4), 636-637.

Kelly, K. S. (2000). Effective fund-raising management. *Public Relations Quarterly*, 45(1), 5-7.

Ray, S. J. (2000). Strategic communication in crisis management: Lessons from the airline industry. *Journalism Studies*, 1(3), 525-526.

Mills, J. (1999). Womanwords: A dictionary of words about women. *Public Relations Review*, 25(1), 129-130.

Tucker, K., Derelian, D., & Rouner, D. (1998). Public relations writing: An issue-driven behavioral approach (3rd ed.), *Public Relations Review*, 24(3), 405-406.

McGonagle, J. J., & Vella, C. M. (1998). A new archetype for competitive intelligence. *Public Relations Review*, 24(3), 409-410.

Bivins, T. (1998). Handbook for public relations writing (3rd ed.), *Public Relations Review* 24(1), 114.

Clancy, K., Shulman, R., & Wolf, M. (1998). Simulated test marketing. *Public Relations Review*, 24(2), 253-254.

Banks, S. (1997). Multicultural public relations. *Public Relations Review*, 23(1), 83-84.

Contributions to Instructional Texts

Sallot, L. M. (2014). Best practices. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*, 2nd ed. Thousand Oaks, CA: Sage.

Sallot, L. M. (2014). Interpersonal communication theory. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*, 2nd ed. Thousand Oaks, CA: Sage.

Sallot, L. M. (2014). Theory-based practice. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*, 2nd ed. Thousand Oaks, CA: Sage.

Sallot, L. M. (2014). Travel and tourism public relations. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*, 2nd ed. Thousand Oaks, CA: Sage.

Sallot, L. M. (2005). Best practices. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage, Vol. 1, 80-83.

Sallot, L. M. (2005). Interpersonal communication theory. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage, Vol. 1, 442-444.

Sallot, L. M. (2005). Theory-based practice. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage, Vol. 2, 851-854.

Sallot, L. M. (2005). Travel and tourism public relations. In R. L. Heath (Ed.), *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage, Vol. 2, 861-863.

Assisted Dr. Joseph R. Dominick with “Chapter 16: Research in Public Relations” in the 7th

edition of Wimmer and Dominick's *Mass Media Research: An Introduction* (2003), Belmont, CA: Wadsworth, 379-391.

Sallot, L. M. (1997). Snap-on Tools' image campaign pays tribute to auto repair industry case study. In O. Baskin, C. Aronoff, & D. Lattimore (Eds.), *Public Relations: The Profession and Practice*. Madison, WI: Brown and Benchmark, 446-448.

**Sallot, L. M. (1997). Chick-fil-A: Employee scholarships demonstrate good corporate citizenship mini-case. In O. Baskin, C. Aronoff, & D. Lattimore (Eds.), *Public Relations: The Profession and Practice*. Madison, WI: Brown and Benchmark, 423.

Creative Contributions Other Than Formal Publications

Sallot, L. M., & Barnes, S. G. (2003, August). Graduate students: What you need to know to work with them...or become one. *Public Relations Tactics*, 10(8), 14.

Sallot, L. M. (1995). Kent State was like a death in my family. *Georgia Alumni Record*, 74(2).

Areas in Which Research Is Conducted

Theory development and application in public relations research, teaching and practice;
 Managing of relationships in public relations practice, including source-reporter relations,
 crisis communications, and use of new technologies;
 Reputation of and professional standards in public relations;
 Effective teaching in public relations

Mentoring of Colleagues

Teaching mentor to Marcus Casey Myers (Spring 2011-Fall 2013), Loren B. Saxton and Victoria Carter (Fall 2010), Nicola Corbin (Fall 2009), Kristin English (Spring 2008), Polly Howes (Fall 2007), and others.

UGA Lilly Teaching Fellow mentor to Dr. Kaye Sweetser, 2007-2009, and Dr. Carolina Acosta-Alzuru, 2001-2002.

Supervision of Student Research

* denotes work revised by L.M. Sallot and subsequently published as co-authors.

Chair, Doctoral Committees:

Howes, P. (2010). Implied Third Party Endorsement and Source Credibility in Public Relations: Investigating the Multiplier Effect and Editorial, Advertising and Online Media Equivalencies in Business Communication

*Porter, L. V. (2002). Web Power: Examining World Wide Web Use and Its Effects on Decision-Making Power and Roles in Public Relations.

Member, Doctoral Committees (alphabetical by student's last name):

Billgen, Nadine. (2013). To Tell or Not to Tell: Country-of-Origin Communication Strategies and Their Impact on Organization-Public Relationships.

Curtin, P. (1996). Market-Driven Journalism: A Test of Two Models and Their Implications for Public Relations Information Subsidies and Journalist-Practitioner Relations.

Eaddy, LaShonda. (2015-2017). Unearthing the Facets of Crisis History in Crisis Communication: Testing a Conceptual Framework).

Gogo, Osenkor. (2014). Understanding the Effects of Negative Celebrity Endorser Publicity on Cause-Related Marketing: The Role of Organization-Public Relationships.

Hilyard, Karen. (2008). Two-Sided Messages and Pandemic Flu: Persuading the Public to Follow Contradictory Government Directives

Johnson, E. A. (2006). Presumed Influence, Planned Behaviors, and Political Advertising: Understanding Political Involvement of the Young Electorate.

Jones, K. O. (2003). Knowledge, Sources of Information and Family Communication about Breast Cancer: A Study of College Students and Their Mothers.

Lyon, L. J. (1999). Fess Up or Stonewall? An Experimental Test of Prior Reputation and Response Style in the Face of Negative News Coverage.

Pettigrew, Justin. (2013). Teaching Media Relations by Teaching Media Relationships: A Theoretical and Pedagogical Shift to a More Dialogic Approach in the Classroom.

Wood, J. C. (2006). Theories of Planned and Reasoned Behaviors and Community Relations for a Public Utility.

Chair, Masters Thesis Committees (alphabetical by student's last name):

*Englehardt, K. J. (2000). What Happens After the Plane Goes Down? An Analysis of Public Relations Crisis Management Strategies and Impact on the Resulting Newspaper Coverage Following the Crash of ValuJet Flight 592.

Hatzios, A. (2006). Investigating International Public Relations Education and Practice (Note: Ruthann Lariscy took over as chair for defense in summer 2006).

Kloss, M. (2014). Corporate Stewardship in Public Relations Here and Lá and/e Aqui e There: How Top Companies in the U.S. and Brazil Use Their Websites to Build and Maintain Relationships.

Mayfield, J. (2002). Still the Great Divide: Cross-Perceptions of Ethics of Journalists and Public Relations Practitioners.

*Porter, L. V. (1998). New Technologies and Public Relations: Exploring Practitioners' Use of Online Resources to Earn a Seat at the Management Table.

*Sheldon, C. A. (2006). Image Repair on the Political Front: An Experiment Testing Effects of Communication Strategy and Performance History In a Political Faux Pas. Received the 2006

\$3,000 Northwestern Mutual grant from the Institute for Public Relations Research for Best Master's Thesis. Top Paper, Public Relations Division, AEJMC Annual Conference, Washington, D.C., August 2007. Ms. Sheldon's thesis was selected by the University of Georgia as its entry in the Conference of Southern Graduate Schools 2008 Master's Thesis Award competition in the field of Social Sciences, Business, and Education, and was the Grady College's 2007 best thesis nominee to UGA's Graduate School.

*Vlad, I. (2005). Rectification without Assuming Responsibility: Testing the Transgression Flowchart with Merck's Vioxx Recall. \$1,000 Top Three paper award at the 9th Annual Institute for Public Relations Research Conference in Miami, March 2006.

*Watson, D. (1998). Public Relations Practice in Japan: Testing the Appropriateness of Japanese Management Literature to Grunig's Excellence Theory

Member, Masters Thesis Committees (alphabetical by student's last name):

Benson, Bennett I. (2011). Framing the Massachusetts Cape Wind Debate Among Active Online Publics.

Brown, Judith Beryl. (2008). Applying Power Relations Theory to Understand the Relationships Between Public Relations Practitioners and General Counsel During a Crisis

Chen, Zifei (Fay). (2013). How Publics in the United States and China Respond to Crisis Communication Strategies via Social Media: A Cross-Cultural Comparative Study.

*Estes (Cancel), A. (1995). Contingency Model of Accommodation of External Publics: An Exploratory Study of Current Practices in American Corporations. (Revised by G. T. Cameron; L. M. Sallot co-author of first of two published articles.)

Len-Rios, M. (1995). A Burkean Model for Public Relations: Identification, Practitioners of Color, and Targeting Multi-Racial Publics.

Myers, Lindsey. (2011). Georgians' Trust in Government and Non-Government Spokespersons Concerning H1N1 Influenza.

Nong, Quianqian (Sisie). (2012). Incorporating Crisis Communication Strategies to a Government Operating System: A Case Study of the Chinese Government's Crisis Response to the 2008 Sichuan Earthquake.

Pettigrew, Justin. (2008). The New Dynamic of Corporate Media Relations: Engaging the Press through Dialogic Components if World Wide Web Sites.

Roake, A. (1995). Information Subsidies and the Influence of Military Public Affairs on the Local Newspaper.

Simpson, Holly. (2014). Students of Public Relations: Motivations and Career Aspirations.

Chair, Honors Thesis:

Waters, R. D. (1998). Ethics and Fund Raising.

Committee Member, Two Honors Projects/Theses:

Littlejohn, B. (2003). PR Plan for PRSSA.

Teusink, A. (2005). Public Relations and Cause Marketing in the Fashion Industry.

Honors Internship:

Reese, Courtney. (2015). Nashville Predators Sports Education 101 Internship Program.

Editorships/Editorial Boards and Reviewing Activities

Member, Editorial Board of *Journalism & Mass Communication Quarterly*, 2009.

Member, Editorial Board of the *Journal of Public Relations Research*, 1998 to present.

Member, Editorial Board of *Public Relations Review*, 2001 to present.

Member, Editorial Board of *Journalism & Mass Communication Educator*, 2003 to present.

Reviewer, *Communication Educator*.

Reviewer, *International Journal of Strategic Communication*.

Reviewer, Peabody Awards, 1994 to 2000.

Tenure and Promotion Reviewing Activities

University of Alabama, 2012.

University of Florida, College of Journalism and Communications, 2005, 2008 and 2009.

University of North Carolina, School of Journalism and Mass Communication, 2006.

Oklahoma State University, School of Journalism and Broadcasting, 2001.

University of West Florida, School of Communications, 1999.

Reviews of Instructional Texts for Publishers

Blind review of book proposal for Addison Wesley Longman Publishers, 1998.

Marsh, Charles. *A Quick and Not Dirty Guide to Business Writing*, Gorsuch Scarisbrick Publishers, Scottsdale, AR, 1997.

Blind review of book proposal for Allyn & Bacon Publishers, 1997.

Curriculum Development at UGA

To strengthen alumni relations and increase number of annual giving donors, my ADPR 5950 Public Relations Campaigns students worked with Grady College Dean's Office and staff, Spring and Fall 2016.

To promote safety and emergency preparedness at UGA, my ADPR 5950-7950 Public Relations Campaigns students worked with the Office of Safety and Emergency Preparedness, the President's office, the Dean of Students and others, Spring 2013, Spring 2014, Spring 2015 and Fall 2015.

Developed MNPO 7060/SOWK 7060 Fundraising and Public Relations for master's and doctoral students, Spring 2014.

To promote sustainability, energy conservation and recycling at UGA, my ADPR 5950-7950 Public Relations Campaigns students founded/worked with “Go Green Alliance” in Fall 2007, Spring 2008, and Spring 2009, and “UGA Unplugged” in Fall 2006 and Spring 2007. Go Green Alliance received “Best Student Organization” from UGA’s Center for Leadership in Spring 2009, and in January 2010 UGA President Michael Adams established an Office of Sustainability as a direct result of the students’ work.

To identify and promote opportunities for faculty and students at UGA to combat poverty in Athens-Clarke County and the state of Georgia, my ADPR 5950 students coined the name “Partners for a Prosperous Georgia” in Fall 2003, and my ADPR 5950 students in Spring 2009 proposed “OneAthens@UGA,” an online community of UGA faculty, staff and students engages to teaching, research/study, and outreach to alleviate poverty, which is being implemented by my Spring 2010 ADPR 5950-7950 students.

Developed First-Year Odyssey Seminar titled “Public Relations and Society.”

Developed Public Relations Theory graduate course to provide students with a thorough grounding in current public relations academic research and theory development.

Developed the Public Relations Research course.

Developed undergraduate/graduate Fund Raising and Public Relations special topics course.

Created a discussion-case analysis approach for the graduate-level Public Relations Administration course to improve students' understanding of public relations campaign development and the management process.

Developed lecture/lab approach to the teaching of Public Relations Communication (writing) to maximize instructor resources.

Innovative instruction in the Public Relations Campaigns course resulted in development/funding in 1995 of the \$100,000+ C. Richard Yarbrough Public Relations Laboratory facility for public relations campaigns students in the Grady College.

Public Service

Leader of professional development public relations writing seminar, “PR Writing That Works” for members and guests of the Georgia Chapter of PRSA held at Brooks Conference Center, Pilgrim’s Pride, Atlanta, Oct. 17, 2008.

Leader of professional development public relations writing seminar, “PR 101: How to Make the Most of Your Message,” for 44 members and guests of the Georgia Chapter of PRSA held at GoldKist, Inc., Atlanta, Oct. 20, 2006.

Leader of professional development public relations writing seminar, “PR 101: How to Make the Most of Your Message,” for 20 members and guests of the Volunteer Chapter of PRSA held at

Shaw Environmental, Knoxville, TN, March 31, 2006.

Guest at meeting on Sept. 9, 2005, in Gainesville, FL, to discuss special events/ conference planning with astronomers from the University of Florida Astronomy Department planning the GTC Conference in Miami June 27-July 3, 2006.

Leader of professional development public relations writing seminar, “How to Make the Most of Your Message,” for 70 members and guests of the Georgia Chapter of PRSA held at Macquarium/Fathom Studios, Atlanta, Ga., March 18, 2005.

Public Relations Campaigns and Communication courses service-learning support for OneAthens@UGA, Go Green Alliance, The Atlanta Project; Freaknik plans for the City of Atlanta and the Atlanta Convention and Visitors Bureau; Northeast Georgia AIDS Coalition, Athens-Clarke County Regional Library (several different projects); American Red Cross; Rape Crisis Center; Athens Mothers’ Center; Georgia Center’s Learning in Retirement program for seniors; Children 1st, a Thrive-by-Five initiative by Governor Miller; Athens Clean and Beautiful Commission; Athens Tutorial program; Habitat for Humanity; Recording for the Blind; Clarke County Public Schools, Athens-Clarke County Recycling Program; Gwinnett Senior Services; Athlete's Heartbeat; Teach for America; Atlanta Autism Society; Marietta Tree Keepers; Life Enrichment Services, Decatur, GA; Athens Area Humane Society; Generation One (Seniors Program), Savannah, GA; Genesis Shelter, Atlanta; Relay for Life, GreenFest and Earth Day in Athens Clarke-County, and others, 1993 to present.

Leader of two seminars—one all-day, the other 90-minutes—on media training/improving media spokesperson skills for the National Conference on Immunization Coalitions May 28 and 29, 2003, in Scottsdale, AZ, coordinated by the National Partnership for Immunization, an affiliate of the Centers for Disease Control and Prevention.

Leader of two “At the Heart of Healthy Media Relations” workshops for the Cardiovascular Disease Prevention Summit meeting, Georgia Center for Continuing Education, Athens, GA, Dec. 11, 2001.

Leader of two-day seminar on improving media spokesperson skills, including moderating panel discussion with journalists, for the National Partnership for Immunization, an affiliate of the Centers for Disease Control and Prevention, Washington, D.C., Dec. 6-7, 2001.

Leader of several small group and individual one-on-one professional development writing seminars for account executives at the PR firm GCI Group Atlanta, 2000-2001.

Keynote speaker for professional development writing workshop for State Farm Insurance, Southeast District, in Atlanta, March 24, 1999.

Keynote speaker for Georgia Adult Education Association annual conference in Athens on “Working to Plan: A Case Study of Public Relations in Adult Education,” Aug. 11, 1998.

Leader of professional development writing workshop for public information officers at Centers for Disease Control and Prevention in Atlanta, July 22 and Sept.10, 1997.

Leader of professional development writing workshop for account executives at the PR firm Manning, Selvage & Lee/Atlanta, July 9, 1997.

Workshop leader on session "Working to Plan: A Case Study for Public Relations for a UGA College" for public information officers at Georgia universities and colleges at the Georgia Education Advancement Council annual conference, Jekyll Island, Nov. 30, 1995.

Workshop leader at sessions "Before You Begin" and "Fund Raising for Non-Profits," Community Education program, University of Georgia, Georgia Center for Continuing Education, Oct. 14, 1995.

Workshop leader on public relations with News Services staff, University of Georgia, Aug. 3, 1995.

Workshop lecturer at the session "Measuring Up: How to Evaluate Results of Your Communications Program" for public information officers and county managers at the annual conference of the National Association of Counties in Atlanta, July 25, 1995.

Service for Professional Societies

Elected to three-year term as National Assembly delegate representing Georgia Chapter of Public Relations Society of America (a board of directors position), 2015-2017; 2008-2010, 1998-2000; appointed as delegate, 2007, 1996.

Appointed for two-year term on selection committee for Georgia PRSA's Order of the Phoenix inductee, 2013 and 2014; served as Chair in 2007, and committee member, 2006.

Served on "Best Master's Thesis" selection committee, Institute for Public Relations, 2007-2009.

Appointed to committee to revise guidelines for Georgia PRSA's Order of the Phoenix selection process, 2007.

Appointed to PRSSA Special National Task Force to review Bateman Case Study Competitions, 2005.

Appointed to Nominating Committee, Public Relations Division, AEJMC, 2003.

Initiated the "Georgia Alliance," a consortium of the four PRSSA chapters sponsored by Georgia PRSA, to host the 2001 PRSSA National Conference in Atlanta, and advised the student team through its successful National PRSSA bid.

Advised 2001 International Conference Planning Committee, Public Relations Society of America on research design.

Elected to Nominating Committee, Public Relations Division, National Communication Association, 2000.

Appointed Chair, Body of Knowledge Board, Public Relations Society of America, to oversee revisions to BOK, 1998, 1999; served as Co-Chair, 1997.

Appointed to Educational Affairs Committee, Public Relations Society of America, 1996-1999. .

Appointed to the AEJMC/ASJMC Joint Committee on Organizational Visibility, 1998-1999.
Elected to Executive Committee as Delegate-At-Large of the Public Relations Division, AEJMC, 1997-1998.

Appointed Research Chair, Public Relations Division, AEJMC, 1997-1998.

Served on national PRSA's College of Fellows Selection Committee, 1998.

Elected to one-year term as Director of Board, Georgia Chapter, Public Relations Society of America, 1997, re-elected as Director, 1998.

Leader of seminars on public relations theory as part of a series of preparation sessions for the Georgia PRSA Chapter's candidates for the accreditation exam, Aug. 14, 1997, Feb. 5, 1998, and Aug. 27, 1998.

Appointed to nominating committee, Educators Academy, Public Relations Society of America, 1997.

Appointed Chair, Chapter Awards Committee, Georgia Chapter, Public Relations Society of America, 1996.

Elected as Director, Educators Academy, national Public Relations Society of America, 1995-96 and 1994-95.

Accredited member of Public Relations Society of America since 1988.

Advisory board member, Florida Unit, Recording for the Blind & Dyslexic, Miami, FL, 1990 to present.

Evaluator/judge, Florida Scholastic Press Association, University of Florida, 1991-1996.

Service to The University of Georgia

Served on university's honorary degrees committee, 2015.

Served on university's tenure and promotion review committee, 2011, 2013, and 2014.

Appointed to Faculty Advisory Committee, Office of Emergency Preparedness, 2013 to present.

Served as panelist for Scholar Visitation Day for high school students who were potential Honors students at UGA, Fall 2013.

Participated in faculty focus group discussion about future directions for UGA, Fall 2013.

Appointed to Lilly Fellows Selection Committee, spring 2011.

Appointed to Teaching Academy Planning Advisory Committee, three-year team, fall 2010-2013.

Appointed to Office of Sustainability Advisory Board, fall 2010 to present.

Appointed to Josiah Meigs Distinguished Teaching Professorship Selection Committee, 2009-2011.

Appointed to OneAthens@UGA Advisory Board, 2009 to fall 2010.

Appointed to Campus Life Unit Review team, 2009-2010.

Appointed to President Adams' Working Group on Sustainability, 2009.

Participated in UGA's 2009 Academic Affairs Faculty Symposium on "The Challenged University: Communication and Collaboration in Good and Bad Times," March 27-28, Unicoi State Park Conference Center, Helen, GA.

Appointed to the Instructional Advisory Committee for UGA's Center for Teaching and Learning (formerly Office of Instructional Support and Development), 2006-2009.

Joined UGA's Academy of the Environment, 2007; ADPR 5950 student team presenting it "Go Green Alliance" PR campaign to the Academy on Nov. 29. The team organized and implemented UGA's first town-hall meeting on sustainability on National Conversation on Climate Action on Oct. 4 and "8 Days to Go Green" series of events Oct. 14-21. ADPR 5950 students expanded this work in Spring 2008 and 2009.

Appointed to UGA's Energy Conservation Executive Committee, 2006-2008.

Appointed to university search committee for Dean of the Grady College, 2005-2006.

Participated in UGA's 2005 Academic Affairs Faculty Symposium on "Enhancing the Student Learning Environment," April 8-9, Lake Lanier.

Appointed to program review team of UGA's Office of Alumni Relations / Alumni Association, 2004-2005.

Appointed to planning committee for UGA's Public Service & Outreach Annual Conference on service learning on Jan. 27, 2005, with service commencing Fall 2004.

Appointed to planning committee for UGA's Public Service & Outreach Annual Conference on UGA's "Building Prosperity" poverty initiative Jan. 29, 2004, with service commencing Fall 2003.

Member, University Round Table, 2001-2002.

Appointed to two-year term on the selection committee for UGA's Richard B. Russell Outstanding Undergraduate Teaching Awards, 1999-2000; Chair, 2000.

Appointed to university's five-year review committee of Dean J. Thomas Russell, 1999.

Public Relations Campaigns and Communication courses service-learning support for "Plan Prepare React" and "Guard Dawg" campaigns for the Office of Emergency Preparedness; sustainability "Go Green Alliance" and "UGA Unplugged" energy conservation/recycling student initiatives; UGA's Poverty Initiative; UGA's Office of Public Service and Outreach/UGA's Service Learning Community; UGA's College of Family and Consumer Sciences; UGA's Office of Development; UGA's Office of Student Activities; the UGA Office of Public Information for UGArts; UGA-sponsored Olympics cultural festival; the opening of the new Performing and Visual Arts Center; the UGA Libraries Office of Development; UGA Office of Alumni Relations; readership research for teaching newsletter published by UGA's Office of Instructional Development; UGA's Institute on Human Development and Disability; UGA's Safe Campuses Now; UGA's campus bus transit system; UGA's Student Judicial Court; UGA's Equestrian Club; UGA's Baseball Athletic Association Club; UGAzine, student magazine; UGA's Communiversity: Alternative Spring Break, Big Brothers/Big Sisters, Into the Streets and Best Buddies; Dance Marathon; UGA's Ballroom Performance Group; Pi Alpha Delta Pre-Law Fraternity; UGA's Visitors Center; and others, 1993-present.

Service to the Grady College

Public Relations Campaigns course service-learning support for strengthening Grady College alumni relations and increasing numbers of annual-giving donors, Spring and Fall 2016.

Served on Standard 2 Curriculum Committee preparing ACEJMC reaccreditation report, spring 2011.

Served on Grady College Tenure and Promotion Committee, 2007-2008.

Chair, Grady College Curriculum Committee, 2006-2007; member 2003-2005.

Appointed to Ad Hoc Committee to develop a Grady College Alumni Scholar Award, 2004-2006.

Member, Telecommunications Department faculty search committee, 2003-2004 and 2004-2005.

Conducted "Communication That Connects: 10 Best Practice Tips/Tools in Public Relations" professional development seminar for Grady College alumni at UGA's Alumni Association Atlanta Center, April 22, 2003.

Grady College Branding Committee, 2002-2004.

New Grady College Public Service Outreach Director search committee, 2002.

New Grady College Public Relations Coordinator search committee, 2001.

New Faculty Search committee, journalism writing instructor, 2000.

Chair, ACEJMC self-study re-accreditation committee, college internships, 1999.

Public Relations Campaigns course service-learning support for the Grady College's Office of Development, 1994, leading to funding of Georgia PRSA Public Relations Suite/C. Richard Yarbrough Lab.

Guest speaker in GSRC 7770 seminars and participants on panels on teaching in mass communication for Grady College Ph.D. students, 1997 to present.

Participated in panel on Research Frontiers in Mass Communication for the Graduate Student Caucus, Nov. 15, 1996.

Led workshop on yearbook themes for the Georgia Scholastic Press Association conference sponsored by the Grady College in May 1994.

Member, Screening Committee, for applicants for the College's first participation in the National Arts Journalism program, Spring 1994.

Service to the Advertising/Public Relations Department, Grady College

Mentor, Meigs and Russell Teaching Award nominees, including Dr. Karen King, Fall 2015 (previously Drs. Jay Hamilton, JooYoung Kim, Carolina Acosta-Alzuru, Kaye Sweetser, others).

Coordinator, Georgia PRSA Hall of Fame Inductee(s) Recognition with PR Theory graduate and other classes, 2008 to present.

Member, Search Committee for Lecturer in Visual/Graphic Communication, 2014-2015.

Chair, Faculty Awards Committee, 2012-2014; Member 2015 to present.

Member, Non-Thesis M.A. Comprehensive Exam Committee, 2012-2014.

Chair, Search Committee for Assistant/Associate Professor of Public Relations, 2013, resulting in hires of Dr. Yan Jin and Dr. Maria Len-Rios.

Member, Curriculum Review Committee, Department of Advertising/Public Relations, Fall 2009-Spring 2010.

Served on search committee for public relations faculty position culminating in the hiring of Dr. Kaye Sweetser, 2005-2006.

Served on post-tenure review committees for Ruthann Weaver Lariscy (chair), Spencer Tinkham

(chair), and Karen W. King, 2005; Leonard N. Reid (chair), 2003

Member of Masters of Mass Communication degree comprehensive exam review committee, 1998-2000, and 2004-2005.

Faculty Advisor, UGA PRSSA Bateman National Case Study team, 2004 and 2005 (as well as 1994-1999 and co-advisor in 2002).

Guest lecturer in Dr. Ruthann Lariscy's "Introduction to PR" classes in Fall 2007, Oct. 10 – "Public Relations Theories and Media Relations" (and coordinated guest speakers on Oct. 5, 12, and 15); and in Fall 2004: in "Introduction to PR": Sept. 8 – History of PR and Grunig's models; Sept. 15 – Ethics, Professionalism and Membership Organizations; and Sept. 29 – Campaign Case Study: Talking Books of South Florida; in graduate "Fundamentals of PR": Oct. 4 Working with/Writing for the News Media.

Member, admissions procedure review committee, 2000.

Faculty Coordinator, Grady College Public Relations Day annual events each Spring for UGA students with the Georgia PRSA chapter and other professionals, 1994-2001.

Faculty Advisor, University of Georgia John E. Drewry Chapter, Public Relations Student Society of America, September 1993 through July 1999. During this time the chapter and its students earned 16 national awards--including its highest honors--and several regional awards. In November 1997 and again in November 1999, the UGA PRSSA Chapter received the national Teahan award for "Outstanding Chapter." Sallot received the national Teahan award for "Outstanding Faculty Advisor" in 1997. The PRSSA Chapter's team of five seniors earned top honors for its practical campaign for Big Brothers/Big Sisters of Metro Atlanta in PRSSA's prestigious national J. Carroll Bateman Case Study Competition in Spring 1997, earning \$1,500 for the UGA chapter. In 1999 and 1998, UGA's Bateman Case Study team was first runnerup in national competition, earning \$1,500 and \$500, respectively. In 2002, Sallot co-advised UGA's Bateman team when Dr. Springston was on leave because of illness; the team placed second in national competition, winning \$1,500. UGA's PRSSA chapter won a national Teahan award for "Best PRSA/PRSSA Relationship" with the Georgia PRSA chapter in 1995 – each chapter received checks for \$350 and plaques. UGA's PRSSA chapter earned the Southeast District award "Outstanding Student Firm" for Creative Consultants and "Outstanding Faculty Advisor" in 1996. It also won the Southeast District award for "Chapter Development" in 1995 and a national Student Anvil Award in 1994 for a "Clean Out Your Closets" campaign benefiting the Athens Urban Ministry and conducted by the UGA PRSSA student firm, Creative Consultants. In 1999, Heather B. Willis won a \$1,500 national Multicultural Affairs scholarship. Alicia Douthit won PRSSA's top national Sidney Gross Ethics Essay Award of \$1,000 in 1995 and Julie Eubank won a national PRSSA Gold Key award in 1995, as did Jennifer Maultsby in 1996, Anne Beerman in 1997, Sallie Barker in 1998, and Mary Sue Kopecko in 1999. Sarah Clinger earned the top PRSSA national \$2,000 Betsy Plank Scholarship in 1994. Heather Wagner won the top \$1,500 Harry Malone Scholarship in 1994 from the Georgia Chapter of PRSA; Ragan Patterson earned the same award from Georgia PRSA in 1996, as did Tina Hoffman in 1997, Mary Sue Kopecko in 1998, and Sarah McLeod Simmons in 1999. In 1997 and 1998, Sallot also

coached selected PRSSA officers on their successful presentation on "Careers in Public Relations" to high school journalism students during the College's Georgia Press Scholastic Association Day as a way to help promote diversity in the field.

Member, New Faculty Search Committees (two), 1998.

Public Relations Campaigns course service-learning support for focus group research with advertising and public relations graduates regarding curriculum matters under review; and the Public Relations major, including the C. Richard Yarbrough PR lab and diversity/ minority outreach, 1995 and 1996.

Member, Curriculum Review Committee, Department of Advertising/Public Relations, 1994-1995.

Faculty Coordinator, dedication of the Georgia PRSA Public Relations Suite/C. Richard Yarbrough Public Relations Lab, Oct. 20, 1995.

Other Professional Employment

Summary: 15 years professional public relations practice; 10 years as a print journalist
PR clients: Eastern Airlines; Portman Hotel, San Francisco; Florida Unit of Recording for the Blind; Talking Books of South Florida; Light Up Miami; South Florida Orchid Show; Cayman Islands Department of Tourism; Paradise Island (Bahamas) Tourism Development Association; others.

The Communications Professionals Network, Inc., Miami and Gainesville, FL, public relations consulting firm, Owner and Principal, 1987-1992.

Creative Resources, Inc., Miami, FL, 1980-1987, public relations firm, last post: President and Chief Operating Officer.

Cayman Islands News Bureau and IMPS Corporation, Miami, FL, 1977-1980, sister public relations firms, last post: Manager, North America.

Administrative Digest/Canadian Office Products and Stationery, Southam Business Publications, Toronto, Ont., Canada, 1975-76, sister trade industry magazines, Editor.

Home Goods Retailing, Maclean-Hunter, Ltd., Toronto, Ont., Canada, 1973-75, trade industry magazine, Assistant Editor.

Published novelist, *Bearwalk*, General Publishing Co., Toronto, Ont., Canada, 1976-1977.

Freelance magazine writer (*Redbook*, *Chatelaine*, *Quest*, *Homemaker's*, *Toronto Life*, *Miami Herald's Tropic*, *Florida Home & Garden Magazine*), 1975-1980.

Newspaper reporter, *The Akron Beacon Journal*, Akron, Ohio, 1970-1971; reporter/intern *The Cleveland Press*, Cleveland, Ohio, 1967-1968.

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